

Localism and Hawaii Radio go hand in hand. It's what keeps us alive and prosperous. As a medium market broadcaster, we have 4 FM's and 2 AM's on the way. All of our stations are primarily music station. There are 37 radio stations in Hawaii, and I stand firmly when I say Cox Radio Hawaii exudes localism. Our news department features 2 news casts per hour per station from 5a to 8a, plus we have special traffic reports, 4 per hour from 5a to 8a and 4p to 6p. Morning drive and Afternoon drive traffic updates helps listeners get to work avoiding accidents and major traffic jams. That and local weather updates keeps our listeners happy.

We don't have a professional football team in Hawaii, so our University of Hawaii Football team is a #1 priority. We continuously keep our listeners updated on their progress. We give tickets away to all sports events including, basketball, volleyball and baseball.

This year (2004) was a political year, so we produced public service announcements encouraging people to vote, go to the polls, absentee balloting, even working with the Office of Hawaiian Affairs to get more young people to vote. And it showed an improvement this year at the polls, the numbers went up.

Our stations are involved with numerous Community Events which benefit toys-for kids programs, no smoking campaigns, drunk driving issues, fundraisers for cancer, bone marrow, hurricane, flood victims. We partner in a number of events such as the Great Aloha Run, March of Dimes, Aloha Festivals, Lokahi Tree, Great American Smoke Out, Baby Expos, Food and Product Expos even a Pet Expo's. Our promotions staff along with our on air staff even enter anywhere from 8 to 10 parades a year. And lets not forget all the Project Graduations and Public Service Announcements that are done at no cost to the public.

All of our stations KCCN/KINE/KPHW & KRTR also do Public Service programing Sunday's 6a-7a and 11-11:30pm, 11:30 to 12m.

We are current members of NAB, HAB and the HAF (Hawaii Advertising Federation.) The above is just a small sample of how Cox Radio Hawaii serves our local community on a daily basis. We used to use a tag line as the "The Heart Beat of this Land"....it is true, we are Hawaiian Radio!

Sincerely
Rhoda Kihikihi
Office Manager
Cox Radio Hawaii